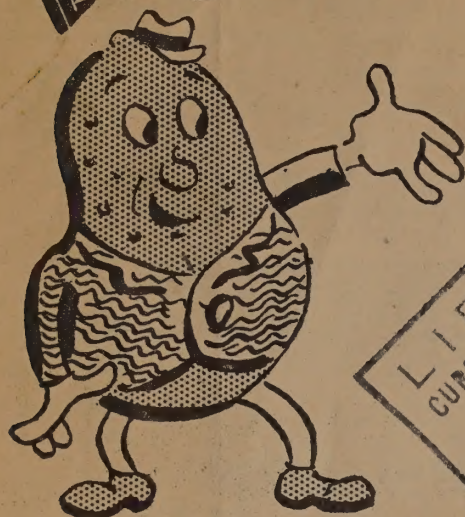


# FACT SHEET



A special drive to help move more potatoes into consumer channels will be conducted from November 7 to 16. Producers, the distributive trades, the U. S. Department of Agriculture, and others will cooperate.

intermediate crop potatoes, of course, have already moved to market.

Production goal for the 1946 crop was 378 million bushels, based on expected yield per acre. But a record yield of 167 bushels per acre, the result of good growing conditions in high producing areas and overplanting in sections where production per acre is highest, brought a production of 77 million bushels in excess of the goal.

## THE PROBLEM

This fall we have a huge crop of excellent quality potatoes. To avoid unnecessary waste, every effort must be made to secure an immediate increase in consumption and an increase in home storage of potatoes. These high quality potatoes will be on the retail markets in especially large quantities during the first half of November.

The problem of handling the late potato crop is twofold. The potatoes must either be stored or moved rapidly into consumer channels to prevent freezing. Storage of the crop is not expected to be a serious problem in the Central and Western States. But in Maine and Long Island, N. Y., where a large percentage of the potato crop is located, there is not enough permanent storage to handle it. All available transportation facilities will have to be used to the fullest and most efficient extent to move these potatoes.

## PRODUCTION & DISTRIBUTION

Total 1946 potato production is estimated at 455,137,000 bushels, a higher figure than the 425,131,000 bushels of 1945, and the 10-year average (1935-44) of 372,756,000 bushels. The early and in-

The 10 Western States increased acreage during the war years, but the resultant increased production can largely be handled there by the increased population. This year the Western States will harvest about 119 million bushels of late crop potatoes, as compared with a goal of 100.9 million bushels.

The five Central States this year will harvest a little over 58 million bushels, as compared with a goal of 65.2 million bushels. This is due both to reduced acreage and to poorer growing weather.

The three Eastern States of Maine, New York, and Pennsylvania will harvest 125.7 million bushels, as compared with a goal of 96.1 million. This increase is due to ideal growing weather and increased acreage.

Maine and Long Island potatoes usually move as far west as Cleveland and all the way south to Florida. When shipping is available, they frequently go, by way of the Gulf, to Texas. This year, owing to the comparatively short crop in the Central States, they will probably go in quantity as far west as the Mississippi River.

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## DIVERSION

Many of the potatoes will be used in the School Lunch Program and by approved institutions, although these two channels are usually first supplied with locally abundant foods. The Potato Loan Program will encourage storage of potatoes where storage is available. Every effort is being made to export a part of this crop. One outlet, Canada, which last year took

10,000 carloads because of her own short crop, will not be in the market this year as she has an adequate supply.

Military requirements this fall and winter will be much smaller than they were last year. Although it is estimated that 11 million bushels of potatoes will be diverted to starch and that there may be further industrial uses, such as for alcohol, meal, and flour, the major movement of these top quality potatoes must, and should, be into human consumption.

## HOW *You* MAY HELP!

### PRODUCER

By packaging potatoes of uniform size and grade. By sending to market only high quality potatoes with "eye appeal."

### HOMEMAKER

By serving more potatoes in more ways more often. By purchasing potatoes in larger quantities and storing them in the home, if practical.

### DISTRIBUTOR

By getting more potatoes into the retail outlets prior to and during the period of the drive and by pushing potatoes all fall and winter.

### ALLIED INDUSTRIES

By assisting in the promotion of potatoes through all means and media at their disposal.

### RETAILER

By efficient merchandising and by attractive display of potatoes. By putting special emphasis on larger than normal quantities.

### RESTAURANTS

By featuring potatoes. By serving them more often and in more ways.

## MERCHANDISING AIDS

Although a continuous program to promote increased consumption of potatoes is necessary, if needless waste is to be avoided, a special drive will be conducted during the period from November 7 to 16. Potato producers, the distributive trades, the U. S. Department of Agriculture, and others will cooperate.

Educational and promotional material to aid in the drive during the peak period will include suggested stories for house organs, drop-ins for public utility and other concerns, suggestions for advertisements, and point-of-sale helps.

Complete service will be given the press and radio, and full utilization will be made of the Department's informational facilities.



# **POTATO FACTS and RECIPES**

## **FOOD VALUE PACKAGE**

Potatoes pack good food values under their jackets. They are a good source of vitamin C, contain some B vitamins, iron and other important minerals, and starch.

## **TYPES TO BUY**

Best potatoes are firm and clean, have shallow eyes, are free of cuts, decay, or green spots. There are preferences, too, in line with the recipe followed. Mealy, flaky varieties are good for baking and mashing. Waxy varieties that hold their shape are best for salads and for creaming.

## **COOKING TIPS**

The best way to save food values is to cook potatoes in their jackets. And of the two ways of cooking them in their jackets, boiling conserves more vitamins than baking. So even if the potatoes are to be served parboiled, mashed, creamed, hash-browned, or in salad, start them on their way boiled in their jackets. When raw potatoes are called for as in a scallop or soup, keep the peelings thin. Peel potatoes just before cooking. If allowed to soak, the potatoes lose some of their nutritional value. On the rare occasions when they must be peeled ahead of time, put them in salted water. Serve them quick-cooked and steaming hot. The longer they stand exposed to air, the more vitamin C they lose. Left-overs should be covered and kept in a cold place until you're ready to use them.

Recipes for 6 servings

## **BAKED POTATOES**

Cut large baked potatoes in half lengthwise. Scoop out the inside. Mash; add fat and seasonings. Stir in hot milk and beat until fluffy and smooth. Stuff back into potato shells, brush top with melted fat, and brown in a hot oven. To

make this baked potato the main course at a meal, add chopped left-over cooked meat or grated cheese.

## **POTATO PUFF**

To 3 cups mashed potatoes, add 1 egg yolk, hot milk to moisten, 2 tablespoons melted fat, salt, and any other seasoning you like. Beat well. Then fold in 1 stiffly beaten egg white. Pile lightly into a greased baking dish. Bake in a moderately hot oven (375° F.) 30 minutes or until puffy and brown.

## **POTATO SOUP**

3 cups cubed potatoes.  
2 tablespoons chopped onion.  
2 tablespoons fat.  
1½ cups boiling water.  
4 cups milk.  
1½ teaspoons salt.  
Dash of pepper.

Cook the potatoes, onion, and fat in the water until the potatoes are tender. Add the milk, salt, and pepper. Heat and serve.

## **POTATO PANCAKES**

Grate 2 cups raw potatoes and put immediately into ¼ cup milk. Add 1 egg, beaten slightly, 2 tablespoons flour, 1 teaspoon salt, pepper, and 1 tablespoon finely chopped onion. Drop from a tablespoon onto a greased frying pan. Cook until well browned and crisp on both sides. Serve hot.

## **HASH BROWNED POTATOES**

Add chopped cooked potatoes to a little fat in a frying pan. Season with salt and pepper. Moistened with water -- about ¼ cup for 4 cups of potatoes. Cook over low heat until brown on the bottom. Don't stir. Serve folded in half.

INFORMATION ON THIS PAGE SUPPLIED BY THE BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS.



# Supply and Marketing Data on Late Irish Potato Crop

September 1, 1946

